

YOU COULD WIN TICKETS TO SEE THE RAPTORS!

CITY COLLEGE NEWS

FEBRUARY 1997

GEORGE BROWN COLLEGE

VOLUME 14 NO. 6



INTERNATIONAL FLAVOUR: Murals depicting cultures and countries around the world have been added to the St. James cafeteria as part of Versa Services' upgrades.

Versa gives cafeterias a facelift

Story page 7

Financial Planning program to graduate future money-makers

George Brown is banking on being the first college in Canada to graduate certified financial brokers, traders and planners in 1999.

Scheduled to start in September 1997, George Brown's new Financial Planning program combines professional-level courses from national financial institutes with a comprehensive program developed co-operatively by the college and George Brown graduate (Business Administration '74), David Singh, founder and president of Fortune Financial and Infinity Funds.

School of Business Chair Pearl Hazen says she's "never felt so good" about developing a new program. George Brown's two-year Financial Planning program is "current, meets industry needs, and there are jobs," she says.

Singh says the aging population, corporate lay-offs and uncertainty about government pensions are leading people to take more responsibility for their financial planning. The Financial Planning program addresses this changing environment, as well as a need for professional standards, he says. Today, financial planning employs a combination of professionals,

including accountants, lawyers, and university business school graduates who, Singh says, still need to be taught the complexities of the industry. He says this new program will offer training that is missing from the lucrative financial planning business.

"There are means for lawyers and mechanics to find standardization in their professions but no such thing exists in the financial industry," Singh says.

"We don't have an organized basis to get people into the work force."

The two-year program will cover securities, personal finance and savings investments, retirement planning and tax planning

as well as techniques for counselling clients. The program also includes on-the-job experience. Graduates will qualify for certification by the Financial Planners Standards Council of Canada as a Certified Financial Planner, a designation that Singh says is recognized world-wide.

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See Financial
page 7

**It's the next best thing to playing the game –
two court-side seats! See page 4 for details.**

Banner year for Training Services

It's already been a good year for George Brown's Training Services division. The team that markets customized training and seminars for private- and public-sector organizations has seen a 417 per cent increase in gross revenue over the past year.

And, "the sky's the limit," according to employer services manager Darrin Caron, who deals with private-sector clients.

Working closely with the college's academic divisions, Training Services has built up a client list that includes the Toronto Transit Commission (TTC), Business Depot,

Consumers Gas, NORTEL, Canada Post and the Four Seasons Hotels.

"We are a college service to the departments and an external service to the community," says director Barbara Taylor. "In the midst of everything that academic departments have to deal with, training services can't be their focus. But it is ours."

Many organizations, including the TTC, have become repeat college customers. Joe Tanti, TTC's supervisor of elevators and escalators, says the TTC first approached Training Services last year when they

needed to get millwright training for its staff.

"They looked after us with the millwright program because George Brown already teaches millwright training, and they could customize what we needed," Tanti says. "Now, they're doing our basic electrical maintenance program that will allow 72 of our staff to do more electrical work on escalators. Our focus is on customer service and now we can improve on maintenance service and take over most of the work that needs to be done."

See Banner Year
page 4

FRANK SOROCHINSKY



September may seem a long way away, but that is where many college staff members are focusing their attention these days. Academic divisions have set enrolment targets for their September '97 full-time programs, and plans are in motion to ensure those targets are met.

Full-time tuition fees account for more than \$10 million of our current-year budget of \$89 million – the college's largest single revenue source after the provincial operating grant. This year, more than ever, it is critical that the college meets its enrolment targets for every program.

Based on our experience from previous years, we can expect more than 20,000 individuals to submit more than 30,000 applications for the approximately 5,200 first-year seats at George Brown.

These figures may lead you to believe that we will have more than enough applicants to meet our enrolment targets. There are a number of factors at work, however, that complicate the equation: Many applicants apply to a number of colleges, as well as to universities or private trainers; many do not meet the pre-requisites for their chosen program; and others simply opt out of the process and choose to delay their education for a year or two. What it all means is that

some programs at George Brown have more than enough qualified, interested applicants to meet their enrolment targets, but others require extra effort to attract qualified applicants and maintain their interest in the program.

This year the Admissions Centre has introduced an automated system of correspondence with applicants to ensure a timely response from George Brown. In addition, academic divisions will be communicating in person, by phone or by mail with their applicants.

Everyone who works at George Brown has a role to play in this process. From now to September, applicants will be calling or visiting George Brown in search of information to help them make their decision about college. Please take the time to answer their queries or stay with them until they are connected with someone who can help. Every phone call and every visitor counts toward meeting our enrolment targets. (Detailed information to help you help our applicants will be distributed by the Communications and Marketing department in February.)

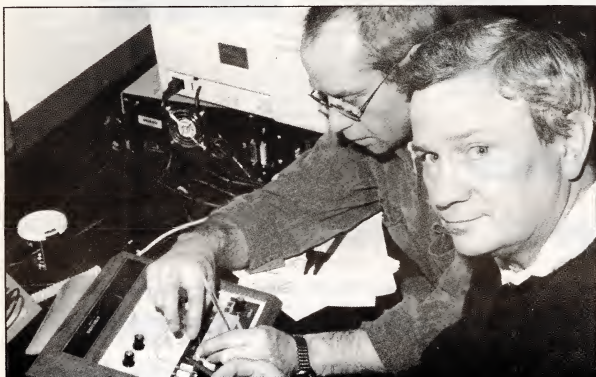
In a recent study, George Brown applicants said a friendly face or a helpful voice on the other end of the phone was the deciding factor in choosing to attend one college over another. Clearly, you can have an impact.

Frank Sorochinsky is president of George Brown College.



ABOVE: TTC employee Jim Baubie was a student in a custom training program on basic electrical maintenance at the Casa Loma campus in January.

BELOW: TTC's George Williams and Dan Henry.



Call or listen for college storm closing information

Here's how to find out if classes are cancelled at George Brown or if the college is completely closed because of bad weather or other emergencies:

LISTEN TO THE RADIO: Tune in to CBC-AM 740, CHUM-FM, MIX 99.9, CFRB 1010, CHFI-FM, 680 NEWS, CFNY, Q107. George Brown will let these stations know if it is closed or classes are cancelled.

CALL THE COLLEGE: Call (416) 415-2000 (or long distance 1-800-265-2002) from a touch-tone phone and enter mailbox 3905 when prompted. A message about closings or cancellations will be updated as needed by 6 a.m. for day classes and 3 p.m. for evening classes. If you don't have a touch-tone phone call the college and speak with an operator.

There will be hundreds of new George Brown students this year who you won't see on campus. They'll be learning from home using CD-ROMs, video and correspondence, and the Internet.

This journey into the "virtual classroom" is being charted by a new college department, Learning Innovations and Academic Development, or LIAD.

Director Colin Simpson says 300 students have enrolled since September in a new electronics

technician program offered via CD-ROM. And, in a departure from on-campus electronics programs, where only one per cent of students are female, 25 per cent of the CD-ROM students are female.

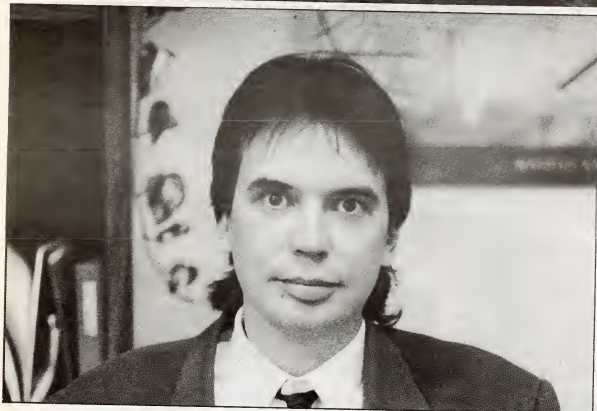
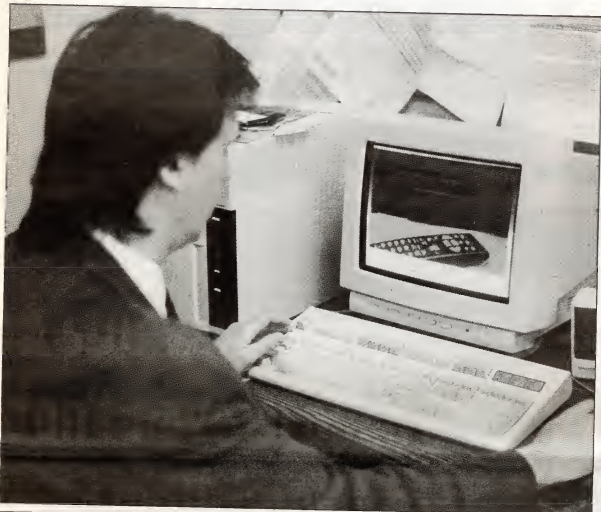
"There's no reason why the demographics of the program have been so skewed for so many years," Simpson says. "If the only reason women weren't attending classes was our delivery of the program, then we've made a huge

difference for our students."

According to Simpson, George Brown's new CD-ROM students include homemakers and people who already work from home, as well as students who are physically disabled, hospitalized or incarcerated.

One of the reasons the CD-ROM program is so popular is an increase in electronic-based jobs.

See Success
page 6



Colin Simpson, Director of Learning Innovations and Academic Development (LIAD).

WIN RAPTORS TICKETS

City College News (CCN) and the Toronto Raptors invite you to enter the CCN COURT-SIDE CONTEST. All entrants are eligible to win two court-side tickets for the March 30 Raptors-Miami home game at the SkyDome. You'll sit right at court level - it's the next best thing to playing the game! Just fill out the ballot and tell us why you should win the tickets, in 50 words or less. One entry per person. Full-time and part-time staff and students of George Brown College are eligible. Send your entry to: CCN COURT-SIDE CONTEST, George Brown College, Communications and Marketing Department, St. James Campus, 200 King St. E., Toronto, ON M5T 2T9 or fax us at 415-2303. Entry deadline: March 17, 1997, 4:30 pm. The draw will take place March 18, 1997. Enter today, and WIN!

CCN COURT-SIDE CONTEST

name

address

city

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PICK ME!

Send me to see the Raptors play Miami on March 30 because ... (50 words or less!)



Another reward of higher education ...

Get \$750 towards the purchase or lease of any new GM vehicle.



Students surf the net ... for a job!

Since classes began in January, it's been seen 15,577 times by Metro college students.

George Brown's Student Affairs Department has linked college students to a new Internet-based job posting service that's making it easier for employers to advertise jobs and simpler for students to

access job postings.

The new service, called WorkLink, is available 24 hours a day, seven days a week from any computer with Internet access. It allows students to look for jobs using categories such as full-time, part-time or contract employment, location and

type of work.

According to Student Affairs Placement Advisor Cynthia Mcdonagh, more than 500 jobs are currently posted on WorkLink. Mcdonagh says 61 per cent of those positions are full-time jobs, while another 20 per cent are part-time.

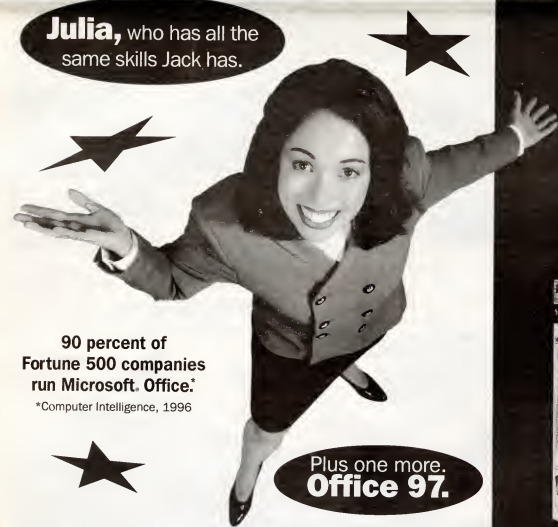
George Brown students can

pick up a password to access the web site in the Counselling and Career Services office at any campus. A French language site is also available.

Along with George Brown students, Centennial College, Humber College, Seneca College and Sheridan College students are able to access

WorkLink. The web site was developed by Industry Canada, the Canadian Association of Career Educators and Employers and the five Toronto-area colleges.

Interested employers can call 416-535-8126 or fax 416-532-0934 to post jobs.



90 percent of Fortune 500 companies run Microsoft Office.*

*Computer Intelligence, 1996

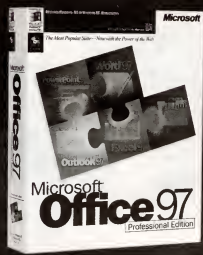
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Microsoft

Banner year for Training Services

continued from page 2

TTC employees are studying in two-week segments. When this training program ends in April, Tanti says a new Training Services program will begin, teaching safety for elevating device mechanics.

Taylor says relationships with companies like the TTC bring more than new revenue to George Brown. They help to pull in equipment donations and new curriculum, provide professional development for faculty, and even open up employment opportunities for graduates of the college's full-time programs.

While 75 per cent of George Brown's custom training is in applied manufacturing, Taylor identifies hospitality and business as growth areas for 1997. Employer Services is also focusing on a new, co-operative relationship with the Ontario Skills Development Office (OSDO), where manager Katie Welnetz is responsible for 250 clients.

Training Services' newest arm is Seminars and Small Business Initiatives. Under the direction of manager Joan McKay, its goals include offering seminar services to the 700 community agencies that are already linked to George Brown's Community Services division.

Training Services is also responsible for government relations in areas such as apprenticeship negotiation and reform and training provided for Human Resources Development Canada.

Still paying off those holiday bills?

Choose from four ways to get great services at affordable prices at George Brown. How about a salon hairstyle, an extraordinary meal, custom-designed jewellery or dental work in the college's new dental labs?

Hairstyling Apprenticeship students will cut, colour or perm your hair under the supervision of instructors. Open Wednesday to Friday, from 9am to 2pm at 160 Kendal Ave. Appointments aren't necessary but customers

are encouraged to arrive early for perms or colour treatments.

George Brown's fine dining room, Siegfried's, offers *prix fixe* meals at bargain prices. Lunch is served five days a week all year long, and dinner is available Tuesday to Friday, from September to May. A five-course lunch costs about \$10, and a five-course dinner is \$16-17. Cooking students prepare meals under the supervision of a chef instructor. Dining room service students learn serving techniques from a



maitre d' instructor, Siegfried's is a licensed dining room, and is located in the Hospitality Centre, 300 Adelaide St. E. Call 415-2260 for more information.

Jewellery Repair is offered at the Casa Loma campus. Projects include custom design, stone setting, earring post replacement, claw retipping, chain soldering and safety chains. Call Katharina at 415-4463.

If it's your teeth that need repair, the Dental Department of George Brown is making appointments for 1997. Full-time students in the Dental Assisting, Restorative Dental Hygiene, Dental Technologist, Denturism and Dental Hygiene programs will clean, X-ray and check your teeth. Dentures and minor fillings are also offered, and dental instructors supervise. A \$20 registration fee covers the cost of administration. Separate fees for X-rays, dentures and restorative work also apply. There's a waiting list for some services. Call the Dental Department at 175 Kendal, 415-4547.

NEWS SHORTS

College committee focuses on diversity

A new committee of College Council is working to ensure that everyone at George Brown has the opportunity to access and participate in all aspects college life.

The Diversity, Equity and Safety Committee is focused on advocacy, training and communication. According to Mary Samuel, committee member and Human Rights Advisor for George Brown, the Diversity, Equity and Safety committee replaces three other committees that formerly dealt with these issues. Interested in being a member? Call Mary Samuel at 415-4646.

English instructor wins community award

George Brown College English instructor Erma Collins was one of 200 City of Scarborough community bicentennial award winners announced in December.

The civic award of merit was presented to Collins for her ongoing community activism in Scarborough that dates back to 1978, including key involvement in the Jamaican Canadian Association, tackling public school issues in Jamaica, famine relief and tutoring. Other awards were given out for accomplishments in arts, politics, athletics, science and religion.

Collins has been involved with the college committee that developed the Race and Ethnic Relations Policy (1988-90) and the review committee for the Assaulted Women's and Children's Counsellor/Advocate program. She has worked at George Brown since 1966.



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Simpson says there's a 90 per cent placement rate. Students find work in the automotive industry, the computer and micro-computer industries such as VCR repair. Another reason for the program's appeal is cost - about one-third of the traditional program by the same name.

The program was co-developed by LIAD, Prentice-Hall and Interactive Image Technology.

LIAD is working with

college divisions to launch Internet courses in meeting and event planning, math and English this spring, and a

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correspondence/video program leading to a Health Records Administration diploma this September.

George Brown graduates can also benefit from new approaches to distance education. Through videoconferencing, college technologist graduates can earn their degree in industrial technology from Minnesota State University (Bemidji) in just one year. Fifty students are currently enrolled in the program, Simpson says, and another 50 are set to start in the spring. The new degree program is unique in North America.

LIAD began in April, 1996. The staff of 24 include 10 full-time employees, six people on full-time secondments, and another eight staff on part-time secondments who work directly with distance education. Full-time staff work with the Computer Assisted Learning Centre (CAL Centre), and on research and development projects for traditional and non-traditional course offerings. Simpson says they're also working on creating "smart classrooms" that help faculty integrate chalk and blackboards with technology in traditional classrooms.

George Brown offers other ways to learn at home

- A Technical Communications Certificate and a Creating Short Stories course are available on-line this winter through the Arts and Science and Communications Departments of Continuing Education. Call 415-2092 for details.
- A video/correspondence course in Oro-Facial Anatomy is available for students taking certificate studies in Dental Assisting, Dental Technology and Dental Radiology. Health Sciences also offers a Nutrition and Dental Materials video/correspondence courses Call the Health Science Department at 415-2070.
- Students can also learn about the Internet, e-mail and how to design and use World Wide Web sites. The Multimedia Design Certificate offers graphic designers enhanced Macintosh multi-media skills, using CD-ROM. Courses start in February and April. See George Brown's Continuing Education course calendar for details.

Cool. A study where you don't have to open a single book.



We're looking for women who are considering starting oral contraceptives (birth control pills) for the first time. We are conducting a clinical trial of a birth control pill that's been approved and on the market for several years. We're interested in how packaging may affect how consistently and

correctly women take the Pill.

For further information on how to participate, give us a call at the number below. If you qualify, you'll get six months worth of free birth control pills. In return, we'll ask you to fill out some questionnaires. All calls are confidential and free of charge.

Call 1-800-593-4030
First Use Oral Contraceptive Study

Financial Planning program to graduate future money-makers

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And, they will have completed the educational component of the requirements for certification by the Canadian Securities Institute.

"If someone showed up at Fortune Financial today, with these qualifications, I would start them at a \$50,000 salary with no question," Singh says. "If anyone has any interest in planning, stock trading or any head office capacity, this is a program you should be looking at. If you're looking for a well-paying job with great growth potential, this is the fastest growing industry in Canada."

The college expects to receive Ministry of Education approval for the program in early February.

Singh has already raised \$140,000 in industry support for the first year of the new program from Fortune Financial, NCE Resources, Dynamic Group, C.I. Group, Mackenzie Financial, O'Donnell Investment, BPI Financial, First Marathon, Templeton, Trimark, Fidelity, Midland Walwyn, Scotia McLeod and RBC Dominion.

Applications are being accepted now through the Ontario College Application Service (OCAS).

Interested students should call Kathy Holding at 415-2520 to get more information.

Fashion Forum '97



Holt Renfrew's Senior Vice-President of Marketing, Bonnie Brooks (centre) with (left to right) George Brown first and second year Creative Fashion and Fashion Management students Azita Sam, Joyce Y. Prempeh, (above) Toni Hanson, Vicki Wong, Heather Baker, Sarah Madden and Terry Fok, at Fashion Forum '97. Over 500 students attended the first-ever one day symposium for Toronto-area college and university fashion students at the Radisson Hotel on Jan. 16. George Brown College, Ryerson Polytechnic University and the Fashion Group International organized the event which helped students identify fashion careers.

Versa gives cafeterias a facelift



Second-year Architectural Technology student Munir Noormohamed tries out a cup of java at Tim Horton's new coffee franchise in the St. James campus.

Students and staff will be enjoying Burger King hamburgers and Tim Horton's donuts and coffee – without ever leaving the campus – thanks to Versa Services' new \$500,000 investment into George Brown cafeterias.

The college's four cafeteria operations at St. James, Casa Loma, the Hospitality Centre and Nightingale are being updated as part of a new five-year contract between George Brown College and Versa Services, the college's cafeteria operator for the past 25 years.

According to Bryan Gregg, Manager of Business Services for George Brown, Tim Horton's Coffee & Donuts will be in full operation at the St. James campus in early February and the Burger King operation is set

to open at the end of February. New tables, chairs and wall murals were also added over the winter break.

At the Casa Loma cafeteria, a new Tim Horton's will open in February, and a restyling of

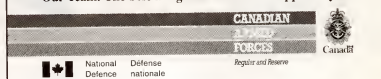
the service area has taken place. Nightingale campus and the Hospitality Centre have added fresh food stations. Modest updates to decor are also expected for Nightingale and the Hospitality Centre.

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UPCOMING EVENTS

FEB 7-8

The School of Classical and Contemporary Dance and Ballet Jorgen invite students and staff to attend their winter performance Feb. 7 and 8, at Toronto's Premiere Dance Theatre. Six ballets will be presented including a guest performance by the Royal Winnipeg Ballet's prima ballerina, Evelyn Hart. Coreographers include Ballet Jorgen's own Bengt Jorgen, Montreal's Howard Richard, The National Ballet's Dominique Dumais, and Louis Martin Charest, Les Grande Ballet, Montreal. Tickets are \$21 per person. Subscriptions cost \$33-66 per person, and include tickets for both the February and May 1997 performances. Call the Harbourfront Box Office at 416-973-4000.

FEB. 8

Community Services presents P.J. Wade in a special full-day session on **Breaking Patterns: The Key to Change**, on Saturday, Feb. 8, 9am-4pm. This change achievement program offers techniques for transition including approaches for self-monitoring and decision-making. Registration and information call Donna Fundy-Golden at 415-2126. The Staff Resource Centre also presents a P.J. Wade seminar on Tue. Feb 4 called **The Three R's for Thriving: Risk, Resilience and Resourcefulness**. Held at 160 Kendal Ave., Room C-234, 9 am-12 noon. Call 415-4661 for more information.

FEB 12

Faculty of Business Open House, 10 am-7pm at 200 King St. E. Visitors can sit in on classes in accounting, marketing, logistics, human resources and other business fields. Program and career information will also be available. The event is free and no registration is required. Arrive early to find the best selection of sample classes to sit in on. Information booths and displays will be set up in the main lobby of the St. James Campus. Free draw prizes awarded during the open house. Call 415-2211 for information.

FEB. 14

The Hospitality Centre hosts a **casino night** on Valentine's Day in support of busarities and student awards funds college-wide. Student clubs all over the college join with the Hospitality Centre's Junior Branch of the Canadian Food Service Executive's Association (The Hospitality Club) to present the event. Tickets cost \$25 per person. Food, casino games and entertainment get topped up with a silent auction of donated prizes that include all-inclusive trips to

Jamaica, Grenada, catered dinner parties, and original art. Call Ellen DeBoer for tickets at 415-2239.

FEB.26

Labour Fair at 160 Kendal Ave., Casa Loma Campus, featuring an all day program of speakers, booths, films and videos, including: speakers Linda Torney, Labour Council of Metro Toronto; Buzz Hargrove, Canadian Auto Workers; Andy King, United Steel Workers of America; David Langille, Jesuit Centre for Social Faith and Justice and Gail Sax from Parkdale Community Legal Information. The Labour Fair gets underway at 9 a.m. Call Maureen Hynes at 415-2549 for information.

CITY COLLEGE NEWS

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How to reach City College News:
phone: (416) 415-2900,
ext. NEWS(6397)
fax: (416) 415-2303
e-mail: plaids@atd.com
address: 200 King Street East,
Room 542-E
Toronto
M5A3W8

Managing Editor: Jill Holroyd,
Communications and Marketing
Manager, George Brown College
Production: Walker Communications
Photographer: Tyrone Kerr
Editor: Karen Krugel
Plaids Hats Co.

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George Brown

The City College



Ballet Jorgen's second-year student Tara Butler rehearses for the winter performance at the Premiere Dance Theatre at Harbourfront on Feb. 7 and 8.

